

Dear Applicant,

Thank you for your interest in applying for funding from the Student Activities Fee for FY20. The Committee is excited to spend time getting to know the unique ways that your organization contributes to the vitality of student life at Georgetown.

The following application, in conjunction with your presentation at the Budget Summit, is designed to give the Committee a complete picture as to the past, present, and projected impact your organization makes on student life. The application is organized into five parts, A through E, explained in detail below. Your assigned liaison will guide you through the application and will be available to answer questions throughout the application process. Additionally, the Committee will hold two informational sessions to provide a comprehensive overview of the process. The Committee will also hold office hours during the duration of the application period. Please refer to the email announcement of this application for specific dates and locations.

As you complete your application, please keep in mind that the Committee will likely receive far more requests than the Student Activities Fee can accommodate. This fact necessitates the Committee make near-impossible judgements regarding the positive impact that each dollar allocated can make to enhance student life. Thus, the Committee carefully assesses each application based on the organization’s demonstrated impact on the Georgetown community.

The Committee thanks you for the time and effort spent compiling your financial data and answering our questions. We look forward to working with you throughout this process and hearing from you at the upcoming Budget Summit.

Best Regards,

Hayley Grande

Chair, GUSA Finance and Appropriations Committee

GUSA Finance & Appropriations Committee

**FY20 Budget Summit**

Student Activity Fee Funding Application

(APPLICATION A - Advisory Boards, GPB, the GUSA Executive-Elect and the Lecture Fund)

Please email this application and accompanying materials to gusafinapp@georgetown.edu by **Sunday, February 10, 2019 at 11:59 pm.**

**PART A.**

Name of Organization: **Georgetown University Lecture Fund**

Mission of Organization:

*We are a non-partisan organization dedicated to promoting dialogue and to bringing the Georgetown community together in an atmosphere of discussion to better contemplate contemporary social, political, and cultural issues.*

Total Amount of Funding Requested: **$98,000**

**PART B.**

Please complete the Financial Information (A) FY20 excel document and attach it to your email submission.

**PART C.**

Please attach a copy of the budgeting guidelines used by your organization for any and all purposes, and answer the following questions in this document:

1. **In short, what is your organization’s budgeting or funding process? (Please provide a brief summary; specifics should be included in the budgeting guidelines you will attach).**
   1. The Lecture Fund relies on our annual allocation from FinApp to fund all of the lectures that we put on over the course of the semester. We often partner with on-campus cosponsors, but it is only occasionally that these cosponsors contribute limited financial contributions to support our events. In terms of budgeting, we spend the vast majority of our funds on honoraria and/or travel costs for speakers, not only for our own events but for the events of individual students or clubs who come to our organization for cosponsorship. A limited portion of our budget is devoted to venue and GUPD costs, as well as marketing costs.
2. **If your full funding request is not met, what is the process in place to determine cuts to group budgets or programming?**
   1. If our full funding request is not met, that means it will adversely affect our ability to plan many and high quality lectures. Honoraria continue to rise, and thus each year it becomes more and more difficult to fund the speakers who we would like to bring to campus.

Additionally, if we do not receive our full request, we will be unable to meet some of the demand that we receive from cosponsorship requests from other organizations across campus. Partnering with a vast array of student organizations is an integral part of the Lecture Fund’s work; thus the funding we receive is really an investment in the student body as a whole, and our collective ability to bring high quality, thought provoking dialogue to campus.

To illustrate this point, we have received cosponsorship requests from 17 unique on-campus organizations so far this year. The total amount requested so far totals $47,112. We have been able to fund $23,922 worth of those requests with 14 out of 17 at least partially funded. That means that on average, we contribute roughly $1,708 to every organization that seeks a cosponsorship with the Lecture Fund. Therefore, every $1,708 decrease in our budget is an organization we cannot cosponsor with. Ideally, we would also like to increase the average amount that we contribute to each of our cosponsors, as we have currently only been able to fund roughly half of our total financial requests. While our FY18 projects anticipated the $25,000 allocation to cosponsorship, we did not expect the cosponsorship request to double. This dramatic increase shows that honoraria for all speakers that organizations are trying to bring to Georgetown have undoubtedly increased. The list of cosponsors is listed in Appendix A.

1. **Is there any other information you would like the Committee to consider regarding your organization’s budgeting process and guidelines?**
   1. The central mission of the Lecture Fund is to spark a variety of interesting conversations across campus, and to have students become engaged in dialogue that lasts beyond the events themselves. The fact that the Lecture Fund not only funds its internal events but also the events of the student body is a critical piece of our funding request. This year we saw a significant increase in the monetary amount of the financial cosponsorship requests we received (from $24,500 in FY18 to $47,112 in FY19).

We have already received the total cosponsorship requests that we budgeted for last year, and are still expecting approximately an additional $10,000 in requests during the remainder this semester. In order to continue meeting the demand of other student organizations and live out our mission to the fullest, the Lecture Fund would like the Financial Appropriations Committee to seriously consider fully funding our request - which is the same as last year ($98,000). Over the years we have established recurring partnerships with annual events such as Outober programming, the Lannan Center’s symposium, and the BRAVE Summit, to name a few. Our goal is to uphold and enrich these partnerships through continued financial support of these organizations and events, many of which would be unable to host certain critical components of their programming without the financial support of the Lecture Fund.

**PART D.**

Please answer the following questions individually in this document:

1. **How did your organization affect student life? Can this be measured?**

The Lecture Fund affects student life by bringing dialogue to campus. Dialogue can take on many forms, and our various speakers from different walks of life, viewpoints and professional arenas each bring a unique conversation which seeks to challenge, inspire, inform and improve campus conversation. Our events are always free for Georgetown students, ensuring that every student is able to benefit and join in the conversation we seek to create. Some people may attempt to measure this effect by the attendance at our lectures. While this is important, it is by no means an accurate metric of the impact our lectures have. A former Lecture Fund chair once said, “You might ask 10 people what lecture quality means and get 10 different answers, but people will know it when they see it,”and this is truly the epitome of what it means to advance diverse dialogue across our campus. We are at our most effective when we have engaged students from many corners of campus and have sparked conversations beyond the event itself.

So far this year, we have both hosted and cosponsored lectures that are highly relevant to current events and topics that are important to students on campus. Some of these include:

* **Ken Bensinger**, author of the new book *Red Card* and key investigative journalist in breaking the FIFA corruption scandal case. He came very shortly after releasing his book. Find the Hoya article on this event here: <http://www.thehoya.com/reporter-explores-fifa-corruptions-broader-impact/>
* As a cosponsor with UndocuHoyas, we helped to bring **Jose Antonio Vargas**, Pulitzer Prize-winning journalist, Emmy-nominated filmmaker, and a leading voice for the human rights of immigrants. He shared his experiences and insights at a time when undocumented students might otherwise have felt apprehensive about speaking up. Here is the Hoya article about this event: <http://www.thehoya.com/pulitzer-winning-poet-media-shapes-immigration-narrative/>.
* **Meek Mill**, renowned musical artist whose encounters with the criminal justice system have led him to speak out about its much needed reforms. As a recognizable face of the movement whose advocacy has attracted the attention and advocacy of other celebrities such as [Jay-Z](https://www.nytimes.com/2017/11/17/opinion/jay-z-meek-mill-probation.html), Meek Mill’s appearance on campus was hyper-relevant to this pervasive issue that plagues American society. You can read more about the event here: <http://www.thehoya.com/meek-mill-justice-system-protects-white-men/>.

These represent just a few of the diverse and relevant conversations that the Lecture Fund is helping to bring to campus. As you can see, our success is measured to some extent by the buzz our events generate, as evidenced by the many Hoya articles written about our lectures. Although audience size may vary from event to event, our mission remains to bring a vast array of students to the table to challenge their assumptions, hear from their heroes, and engage in conversations in which they might not otherwise have the opportunity to participate.

1. **How many clubs/groups compose your organization? Please list them, noting especially any clubs/groups added (or planned to be added) within FY19.**

The Lecture Fund is composed of the Associate Board and the General Body. The TEDx conference also falls under Lecture Fund’s purview.

The Associate Board meets weekly in order to field cosponsorship requests, propose and debate internal events, and plan event logistics. The Associate Board also helps usher events hosted by the President’s Office upon request.

Our General Body is an integral part of our organization. It is open to all students at all times, and is meant to serve as an open forum to source student input on our events. We are constantly trying to improve the structure of our General Body. One of the ways we are trying to do this this semester is by creating more hands-on ways for our General Body members to engage with the Lecture Fund’s work. In addition to having conversations about free speech on college campuses, we are planning on having our General Body organize a ‘Taste of Georgetown’ lecture series, which would consist of small conversations with professors on campus doing interesting work or research that appeals to students who might not have the opportunity to take their classes. Additionally, our General Body will take the lead on organizing our annual First Chance Lecture, in which graduating seniors have the opportunity to give a talk on research they’ve done or a topic that is important to them.

TEDx largely runs independently at this point, but liaises with the Lecture Fund board and receives the bulk of its funding from Lecture Fund’s budget in order to make necessary purchases ahead of the conference. Ticket sales continue to decline and funding from the schools remains unpredictable. Therefore, without LF’s critical logistical and financial support TEDx could not operate and would have to close its chapter on the Hilltop.

1. **What were significant challenges for your organization over the past year? What were significant successes for your organization over the past year?** 
   1. The main successes of our group this fiscal year have been our lectures. We have brought in diverse speakers whom provided a range of thoughts, experiences and conversations for the campus. Our biggest strength has been the relevancy of these conversations. We brought Ken Bensinger (author of *Red Card*, which gives a detailed account of how he broke the FIFA scandal) right after his book was published, Pulitzer-prize winning journalist and undocumented migrant Jose Antonio Vargas right before the Midterm elections, and Meek Mill a few weeks before hosting performing on Saturday Night Live. These unique individuals bring a wide variety of the most important conversations of our time to our campus across several fields and industries.
   2. That being said, our main struggle was finding financial funding for our events. Many of the events we put on, as a result of their nature were expensive and even after we negotiated down the price of a lot of these figures; it remained tough to fully fund high quality events. Once we reach a number that is the maximum we can provide from our budget, we then become dependent upon outside sources to provide additional funding to cover for security, venue or A/V which can be a challenge. Because it is paramount to our mission to keep our events free for Georgetown students, we cannot raise funds through fees and anything above our budget abilities becomes reliant upon other groups co-sponsorship abilities.
2. **Do you have any budget concerns for the next 5-10 years?**

Our primary budget concern for the future of Lecture Fund is that as the years go on, honorariums keep increasing for speakers as a result of the industry and the increasing popularity of individuals as time progresses. Without continuous increases in funding, we become less capable of bringing the highest possible caliber of speakers - either through our own internally generated events or through co-sponsorship requests from other clubs. Between FY18 and FY19, the average honorarium increased from $4,363 to $6,071. There is also an increase in the number of speakers requesting honoraria above $8,000. Lastly, while we negotiate every honorarium, and on average honoraria comes down 30 to 50%, the threshold for the minimum honoraria has increased this year as speaker fees continue to rise.

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| **FY** | **Speaker** | **Original Honorarium** | **Negotiated Honorarium** | **LF Point** | **% Negotiated Down** |
| FY18 | Political | $0 | $0 | Aiden Johnson | 0.00% |
| FY18 | Youtuber | $0 | $0 | Gustav Honl-Stuenkl | 0.00% |
| FY18 | Activist | $1,000 | $500 | Richard Howell | -50.00% |
| FY18 | Sports | $10,000 | $2,000 | Aiden Johnson | -80.00% |
| FY18 | Editor | $8,000 | $2,000 | Aiden Johnson | -75.00% |
| FY18 | Author | $3,000 | $2,000 | Richard Howell | -33.33% |
| FY18 | Musician | $0 | $2,500 | Gustav Honl-Stuenkl | 0.00% |
| FY19 | Physician | $8,000 | $4,500.00 | Alice Collins | -43.75% |
| FY19 | Photographer | $8,000 | $4,000 | Hari Prasutchai | -50.00% |
| FY19 | Film director | $15,000 | $5,000 | Jordan Steinberg | -66.67% |
| FY19 | Activist | $10,000 | $5,500 | Symone Wilson | -45.00% |
| FY19 | Author | $7,500 | $5,500 | Will Linde | -26.67% |
| FY18 | Physician | $15,000 | $6,500 | Bilva Chandra | -56.67% |
| FY18 | Journalist | $10,000 | $7,000 | Michael Moonjely | -30.00% |
| FY19 | Explorer | $20,000 | $7,500 | Isabelle Hupez | -62.50% |
| FY19 | Musician | $15,000 | $8,000 | Bilva Chandra | -46.67% |
| FY19 | Film director | $20,000 | $10,000 | Mack Sheehan | -50.00% |
| FY18 | Author | $20,000 | $13,000 | Symone Wilson | -35.00% |
| FY18 | Photographer | $25,000 | $15,000 | Will Linde | -40.00% |

1. **What level of financial risk does your organization incur? What type of event or circumstance prompts the use of your reserve account?**

Our speaker contracts are negotiated so that if a speaker does not end up fulfilling their speaking requirements, they will not be paid. Fortunately, this allows the Lecture Fund to incur minimal risk (if at all).

The reserve account is used for security, A/V, and venue costs that are only charged in May/June at the close of the fiscal year. Additionally, there are unexpected speaker costs. Last year for example one of our speaker was $7,000. She was an international speaker so she had to pay 1/3 taxes on her honorarium. This meant her net after-tax was $5300. However, the contract stipulated that her honorarium was in fact $7,000 after tax meaning that we effectively paid her $10,000. This is when our reserve comes into play for unforeseen contracting issues. Even though all our contracts are handled through Georgetown lawyers, this just shows the complexity of working with speaking agencies.

Unfortunately last year we had 3 big speakers fall through at the last minute in March due to “Acts of God” (ie: snow day), as well as the health of speakers which required last minute surgery. The amount of money we had allocated was able to fund last minute co-sponsorship requests in April that we would not have otherwise funded and some went into our reserve, therefore increasing it slightly. We plan to use $2,000 of our reserve for security costs on "controversial" events. We use "controversial" because the definition of what is considered controversial has shifted. In reality events that were not controversial 2 years ago have become controversial given the current political and social climate.

1. **How could the Budget Summit process be improved this year? How could relations with GUSA be improved?**

Our relationship with GUSA has always been positive. We appreciate that our GUSA liaisons have always consistently attended our meetings, and we feel as if they have a concrete understanding of our operations. In terms of the Budget Summit, it would be beneficial if organizations were allowed to sign up for time slots.

Additionally, we believe that instituting some kind of system for structural continuity might strengthen our organization, the GUSA FinApp committee itself, and the relationship between the two. Specifically, if liaisons were able to have transition meetings alongside our Executive Board, the continued communication would mean no important details would slip through the cracks. One such detail is the importance of confidentiality in much of the work the Associate Board does. We know how crucial it is that our liaison keep the FinApp committee updated weekly on our budget, but it is also crucial that the names of speakers are not publicly disclosed, due to the fact that the Lecture Fund is often bound by non-disclosure contracts. This means that if any information (such as the name of a speaker in association with their honorarium) were to become public, even if unintentionally, it would jeopardize our ability to successfully put on events, and might even result in speakers cancelling events.

1. **If you are requesting more funding for FY20 than FY19, please explain why.**

We are requesting the same funding for FY20 as we did in FY19.

**PART E.**

Please ensure your organization continues to comply with the 2010 6-Point Reform Plan by **commenting in the affirmative and detailing** how your group is compliant for each of the 6 points individually.

1. The total balance of any advisory board’s reserve account shall not be excessive (as deemed by the Office of the Vice President for Student Affairs), and boards with surplus funds should provide a plan for their reserves.

Yes. The Lecture Fund does not intended to have excess funds and should there ever be a surplus we would provide a plan for our reserve accounts to ensure the funds were going directly to speaker events.

1. An appeals process shall be implemented and publicized, where such processes do not already exist, for clubs that are denied full funding for an activity or annual budget under its advisory board.

Yes. The Lecture Fund allows appellant groups to attend meetings and request funds for monetary allocation subject to a majority vote by the associate board. While we cannot provide an allocation for every co-sponsorship, Board members are available to provide the man-power, expertise, marketing and logistical support to put on an event.

1. Clubs shall have the option of requesting a lump sum, annual budget with an opportunity to reapply for additional funding from its advisory board.

Yes. The Lecture Fund allows clubs under our umbrella, outside clubs and individual students to attend meetings and request funds for monetary allocation subject to a majority vote by the Associate Board.

1. All meetings and recorded minutes of all meetings of an advisory board shall be open to the public, including any and all votes, and that all records are posted online in a timely fashion.

Yes. The Lecture Fund allows public attendance of meetings in order to pitch potential co-sponsorship events. Due to the confidential nature of some speaking arrangements, the Lecture Fund complies with GUSA and the Universities policies for when this informational shall be made public.

1. Members of the advisory board are, in some way, directly accountable to their constituents or to the student body in general, such as having GUSA Senate confirmation or being elected by the leaders of the clubs they represent.\*

Yes. The interview committee of the Lecture Fund selects members of the Lecture Fund Associate Board. Executive Board members are elected by the Associate Board and serve as the leaders of the club holding others accountable and are in turn held accountable by the remainder of the board.

1. Clubs have reasonable control over all funds that they fundraise outside of the normal allocations process.

Yes. Any funds gained through co-sponsorship requests with outside groups are managed and controlled by the Treasurer, advisor and executives of the board.

\*The committee is aware that the structure of boards has changed in the past eight years; please note ‘such as’ merely indicates examples of how accountability is manifested and focus on the spirit of the Point.

**CERTIFICATION:**

By signing below, I hereby certify that the information enclosed is accurate to the best of my knowledge.

**Funding Request Form Submitted By: Isabelle Hupez**

**Name of Group Student Chair: Nicole Heitsenrether**

**Signature of Group Student Chair (type your name): Nicole Heitsenrether**

**Name of Group Advisor: Ali Stowe**

**Signature of Group Advisor (type your name): Ali Stowe**

**Date: February 10, 2019**

**Contact Email: imh25@georgetown.edu**

**Contact Phone Number: 202 765 4252**

**Appendix I.**

**List of all co-sponsored events & organizations. These are only the financial requests we received. In addition, we co-sponsor & invite organizations to our original events too!**

**FY19**

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| Beeck Center | Anand Giridharadas (Author) |
| UndocuHoyas | Jose Antonio Vargas |
| Knight of Columbus | McGivney Lecture: Religion, Politics, and Abortion |
| College Republicans | Allie Beth Stuckey is an American journalist conservative commentator. |
| College Democrats | Danica Roem is the first transgender women to be elected into the Virginia House of Delegates |
| Free Speech Project | "Secrets and Leaks: Whistleblowers, Journalists, and National Security." |
| WERC (Working to End Rape Culture) Summit technically under SAPE | Soraya Chemaly |
| MSB | Logan Browning |
| Relay for Life | Relay for Life Panel |
| Prisons and Justice Initiative | Valentino Dixon - freed from prison by Georgetown students |
| Georgetown Israel Alliance | Palestinians and Israelis in the West Bank/Palestinian Territories/Judea and Samaria often live in geographical proximity – yet in separate universes. |
| JUPS | Rethinking global security |
| Lannan Center for Poetics and Social Practice | Africa imagines w/ Keynote Speaker Dr. Dambisa Moyo, Global Economist and Author |
| Cardinal O'Connor Conference on Life | The Twentieth Annual Cardinal O'Connor Conference on Life |

**FY18**

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| --- | --- |
| GU Pride | Lourdes Ashley Hunter |
| Prison Justice Initiative | Heather Thomson |
| Caribbean Culture Circle | Dascha Polanco |
| Center for Jewish Civilization | Natasha Lyonne |
| GU College Republicans | Ben Shapiro |
| Center for Social Justice | Carmen Perez |
| BRAVE summit | Amanda Seales |
| Georgetown Israel Alliance | Chloe Valdary |
| English Graduate Student Association | An Interdisciplinary Conference in the Humanities: Kyla Wazana Tompkins |
| GU Muslim Student Association | The Rohingya Crisis: A Conversation on Genocide in the Modern World |
| Hoyas for Choice | How to Win Feminism: Sarah Pappalardo, Reductress, and Using Media Satire for Social Justice |
| Lannan Symposium | Keeanga-Yamahtta Taylor (Princeton Prof) |
| Animalia | Gene Bauer |
| The Hoya | Journalism Panel |